

Social Media Toolkit

This toolkit identifies social media platforms, including Facebook, Twitter, Instagram, Snapchat, and blogging, for your library to consider using to connect with your audiences and share your messaging. As you move through the toolkit, you'll be able to identify which channels make the most sense for your library when considering resources and communication goals.

Social media is an integral part of how the world now communicates – touching the lives of your patrons, partners, and community leaders. Your voice and participation on social channels is key to ensuring Idaho's libraries are thought leaders in the digital space.

Example posts are customized to an extent but each message should be adapted to fit the platform, audience, and context of the situation.

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SECTION 3B: TWITTER

What Is It

Twitter is a micro-blogging platform for users to share real-time information, restricted to 140 characters per message.

Users

- 313 million monthly active users (as of June 2016)¹
- 82% active monthly mobile users (as of June 2016)
- 21% of account owners are American (as of June 2016)
- 24% of internet users (21% of all U.S. adults) use Twitter²

Why People Use It

People desire real-time news and conversation. Twitter offers users a platform to speak their minds and share information to the world in small sound bites. Users can search and follow any account that isn't private, including their favorite celebrities, journalists, and community members.

24% of online adults (21% of all Americans) use Twitter

% of online adults who use Twitter

All online adults	24%
Men	24
Women	25
18-29	36
30-49	23
50-64	21
65+	10
High school degree or less	20
Some college	25
College+	29
Less than \$30K/year	23
\$30K-\$49,999	18
\$50K-\$74,999	28
\$75,000+	30
Urban	26
Suburban	24
Rural	24

Note: Race/ethnicity breaks not shown due to sample size.

Source: Survey conducted March 7-April 4, 2016.
"Social Media Update 2016"

PEW RESEARCH CENTER

More and more, people turn to Twitter for breaking news as influencers report updates as they happen, much faster than traditional media and news sites can pull a complete story together.

Pros

Twitter is ideal for short and timely informational updates.

Best for:

- Customer service or feedback
- News distribution
- Crisis communication
- Monitoring competitors
- Short, digestible content
- Finding like-minded people and brands
- Leveraging trending news to elevate your message
- Live or real-time content
- Polls

¹ "Company." Twitter. <https://about.twitter.com/company>. Retrieved March 4, 2017.

² Greenwood, Shannon. "Social Media Update 2016." Pew Research Center.

<http://www.pewinternet.org/2016/11/11/social-media-update-2016/>. Retrieved March 4, 2017.

Cons

The 140-character limit can make it difficult to share important news on Twitter.

Wrong for:

- Long, contextual information. Say it in 140 characters or don't share it on Twitter.

Engagement

With the ability to find and follow other accounts easily, your library should search for local businesses, thought leaders, and community members to follow and engage with. Take the time to scroll through your account's feed and comment on or like other posts to show you are doing more than just talking on the platform. This activity can also help you gain followers from quality accounts that you want to share your message with.

Measuring

You can review the analytics of your tweets at analytics.twitter.com to determine how much engagement your updates are receiving. Some important factors to look at in your analytics are what times are best for posting, how often your library is mentioned, and how many retweets or likes your tweets are getting.

Twitter Account Analytics



Organic vs. Sponsored

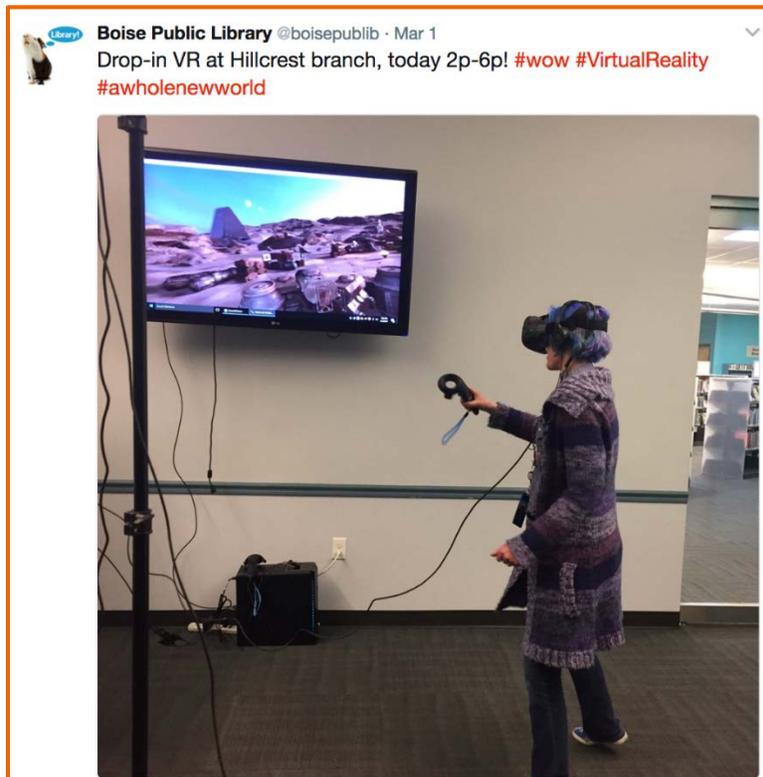
Twitter does not use an algorithm for determining which tweets are seen in a user's feed. The emphasis is on seeing information organically from those you follow as it's posted. This means your library's tweets don't have to compete against the algorithm to be seen and you likely don't need to sponsor tweets. However, you are still competing for eyeballs with other posts as users scroll and scan through their feeds, especially during peak posting times.

Time Commitment

Twitter is used for real-time conversations and users expect speed and brevity in exchanges. Expect to post daily and respond quickly to comments and tweets directed at your library. Monitor regularly and aim to reply to tweets within an hour and no later than 24 hours.

Suggested & Example Posts

- Tweet photos of interactive and digital services at your library to showcase how you are staying current with advancements that benefit learning and economic support. Example: Boise Public Library tweeted about open house hours for patrons to drop-in and try out new virtual reality technology.



- Retweet all appropriate tweets from other community organizations or thought leaders illustrating your role in bringing digital technology and resources to the community. Repetitive news through retweets is good for reinforcing information to your followers without it all coming directly from your library.



- Show behind-the-scenes and testimonial images and videos of your library's engagement in education and learning for everyone in the community. Example: Salmon Public Library tweeted about patrons learning how to use green screen technology.



How

General Guidelines:

- Get to the point: You only have 140 characters, including links, to share your message. Be succinct and focus on the most important information. Shorter tweets tend to receive more engagement.
- Use hashtags: A hashtag is a word or phrase preceded by the hash or pound sign (#) that indicates a tweet is related to a specific topic and is searchable. Use common or relevant hashtags to give context to tweets.
- Use links: Offer an engaging statement accompanied by a quick link to encourage users to click-through to learn more. Grab their attention first and then lead them to the next step for more details.
- Use photos: Tweets with photos can receive 313% more engagement than tweets without images³ and images no longer count towards the 140-character limit. Utilize the power of images and the free space.
- Retweet: Retweeting a post is one of the easiest ways to share relevant content and show support to a topic or organization. Retweets also help mix up your library's content so it's not all coming from you and shows you listen to the conversation on Twitter.
- Find followers: Search on Twitter (search.twitter.com) for anyone discussing a specific keyword, for patrons and community members you know, by location, by industry or interest, by hashtag, etc.
- Leverage events: Most events and occasions, including trade shows and conferences,

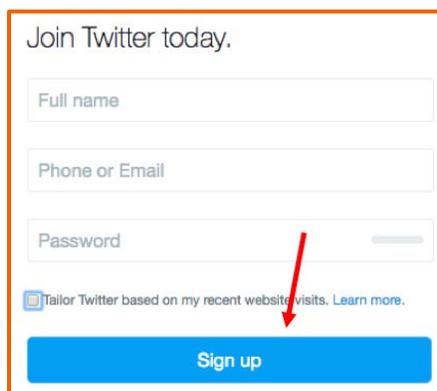
³ Stecyk, Jane. "#TweetTip: use photos to drive engagement." Blog.twitter.com. <https://blog.twitter.com/2015/tweettip-use-photos-to-drive-engagement>. Retrieved March 18, 2017.

have their own hashtags. Use these hashtags when sharing content from or related to those events to engage in conversations with others also attending and help boost the reach and visibility of your tweets.

- Keep videos short: When you do post video to Twitter, remember the length is a maximum of 15 seconds. That's not much time. Film content to fit the time constraint or carefully select snippets from longer content to show a sneak peek or small clip.
- Personalize your account: In your business Twitter bio, make sure it's clear who you are – you only have 160 characters to tell people what you're about and what to expect in your tweets. To help personalize your library's account, end reply tweets with first names. This helps build trust with customers that there are people behind the brand listening to them.
- Ask with polls: Have fun with your followers using polls that make it easy for them to interact with your account. You can get followers involved by asking questions like what their favorite book genre is or their favorite new piece of technology at your library.

How to Create a Twitter Account for Your Library

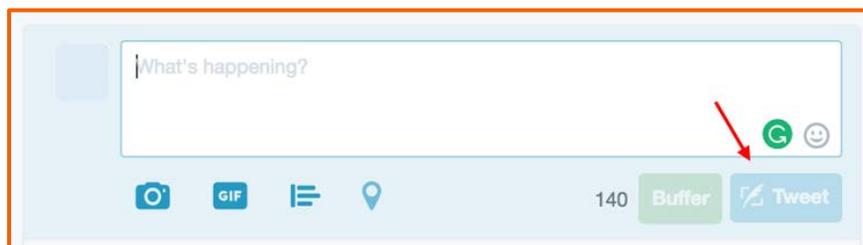
1. Go to twitter.com/signup.
2. Enter your library's name, a phone number or email address, and a password, then click Sign up.

A screenshot of the Twitter sign-up page. The page has a white background with a blue header that says "Join Twitter today." Below the header are four input fields: "Full name", "Phone or Email", "Password", and a checkbox labeled "Tailor Twitter based on my recent website visits. Learn more." At the bottom of the form is a blue "Sign up" button. A red arrow points to the "Sign up" button.

3. Choose a username. Aim for a username that is short in length, memorable for your audience, and consistent with your library's other social media usernames.

How to Post a Tweet

1. From your library's account, click into the box at the top of the page that prompts you with the question "What's happening?" and type your post message. If you're adding a link or hashtags, include them at the end of the tweet.
2. To add an image, click the camera icon and upload an image.

A screenshot of the Twitter tweet composition interface. It shows a text input box with the placeholder text "What's happening?". Below the input box are several icons: a camera icon, a GIF icon, a list icon, and a location pin icon. To the right of the input box are two icons: a green speech bubble icon and a smiley face icon. Below these icons are two buttons: a green "Buffer" button and a blue "Tweet" button. A red arrow points to the "Tweet" button.

How to Retweet

1. When you find a tweet published on another account that you would like to share with your followers, click the double arrow symbol to retweet.

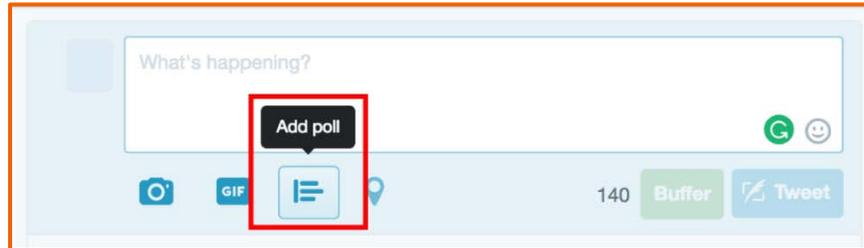


2. In the pop-up window, you have the option to add a comment above the retweet (referred to as a Quote Tweet) or to retweet the post as is. When you're ready to post, click Retweet for it to appear on your timeline.



How to Create a Twitter Poll

1. To tweet a poll for your followers to weigh in on, click in the box at the top of the page to start a new tweet and click the bar chart icon.



2. Type in the question you want to ask. Fill in the multiple-choice options and assign a length to the poll. When you're ready, click Tweet to share the poll with your followers.

